

GLOBAL REPUTATION · 2026/27 PARTNER PACKAGES

# Add-ons

Take your research beyond the inbox: video, articles and conversation.

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## Priced on request

added to any package

- YouTube and Blog Features
- Podcast Features

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**Over 275,000**

academic contacts receive every newsletter feature

**44.97%**

unique open rate, audited July 2026 edition

**116**

countries reached (July 2026 edition)

**1,195**

universities in the Research Collaboration Index, launched 15 September 2026

# Research travels further when it is seen and heard.

An email feature puts your research in front of over 275,000 academic contacts. The add-ons give the same story a permanent, shareable home: a video academics can pass on, an article that search engines index, and a conversation that shows the people behind the work.

## The value

Formats your own communications team can reuse: every video, article and episode is supplied for your channels, and each links back to your pages.

## The fit

Add-ons sit alongside Platinum, Gold, Survey Window or Subject Specific, so the newsletter feature and the long-form story reinforce each other in the same month.

**Built for:** universities with a flagship finding, a new institute or an award-winning researcher to showcase in depth.

## WHY NOW

- **The RCI launch has put GRP in front of more academics than ever:** Over 275,000 academic contacts receive every GRP newsletter feature, in the weeks after the Research Collaboration Index launch.
- **The reputation survey season opens in November.** A video or episode published in October or November is working for you throughout the season.
- **Production capacity is limited.** Add-ons are scheduled in order of agreement, and package partners are scheduled first.

# Two formats, one story.

## YouTube and Blog Features

Your research told as a short produced video on GRP's YouTube channel, with a companion article on GRP's research news pages that embeds the video and links to your own pages.

- Script drafted by GRP's editorial team from your research, for your approval
- Short produced video published on GRP's YouTube channel
- Companion blog article on [globalresearchpartnerships.com](https://globalresearchpartnerships.com), a permanent, linkable page
- Video and article linked from a newsletter feature when bought with a package
- Files supplied for your own channels

## Podcast Features

A conversation with one of your researchers about the work behind a finding: why it matters, who they worked with and what comes next, published as a GRP podcast episode.

- Pre-interview and question plan agreed with your team
- Recorded remote interview, edited by GRP
- Episode published with show notes linking to your pages
- Audiogram clips for social channels
- Episode linked from a newsletter feature when bought with a package

# A Russell Group partner: academic reputation, read against its peers.

A Russell Group partner has worked with GRP since 2024. Read against its peer group rather than in isolation, its Academic Reputation has strengthened faster than the Russell Group average.

**+13.8**

Academic Reputation points: 75.1 (2023 cycle) to 88.9 (2027 cycle)

**+11.5**

points in the partnership window (since 2024), against +10.4 Russell Group average and +5.4 UK average

**+9.5**

lead over the Russell Group average in 2027, widened from +7.1 in 2023

**12 of 16**

improving subjects gained faster than the Russell Group average, 2024 to 2026

**Evidence from the inbox.** Its July 2026 research feature was the second most-read of the edition, with 2,268 article clicks. Features run with editorial support, strategic scheduling and full reporting, and every one links straight to the partner's own pages.

Source: QS World University Rankings, Academic Reputation indicator, public results 2023 to 2027; GRP campaign analytics.

*This case study reflects the success of a GRP partner and does not promise an improvement in ranking performance across THE, QS or any other global ranking indicator.*

## WHAT A FEATURE SITS INSIDE

Every newsletter feature now goes to over 275,000 academic contacts. The July 2026 edition, audited from GRP's campaign analytics, shows the kind of edition a single feature is placed inside.

**170,317**

academics sent the July 2026 edition

**157,198**

delivered (92.3%)

**44.97%**

unique open rate (70,699 academics)

**21,281**

article interactions

**116**

countries reached

**572**

universities reached

July 2026 edition, GRP campaign analytics. The 44.97% unique open rate compares against an academic-sector email benchmark of around 28%.

## Published within four weeks of agreement.



### Week 0

Add-on agreed and priced; researcher and story chosen.

### Weeks 1 to 2

Script or interview plan drafted and approved.

### Weeks 2 to 3

Recording or production.

### Week 4

Publication, with links from the next newsletter where bought with a package.

### Add-ons

Add-ons are priced on request and can be added to any package. Tell us the story and the format, and we will quote within two working days.

On request

The index is free, public and independent; no commercial relationship changes any position.

Platinum Partnership and Gold Partnership are names of editorial and reach packages. They are separate from the Research Collaboration Index and its Platinum, Gold and Silver standing bands, and no package has any effect on any university's RCI standing, band, rank, score or award.

# The RCI launch, in universities' own words.

The Research Collaboration Index launched on 15 September 2026: the first global ranking of how universities collaborate, covering 1,195 universities in 81 countries, with 26 subject rankings, built from the open scholarly record for 2021 to 2025. Within days, universities were publishing their results to their own communities.

“I am incredibly proud that Queen Mary has been ranked 25th in the world for our research collaborations.”

**Professor Colin Bailey CBE**, President, Queen Mary University of London. [Queen Mary news, 18 September 2026](#)

“This recognition belongs to our researchers and partners around the world”

**Professor Tom Rodden**, Pro-Vice-Chancellor for Research and Knowledge Exchange, University of Nottingham. [University of Nottingham Research, LinkedIn](#)

“I’m happy to see that our efforts to stimulate collaborations are recognized in this index.”

**Professor Bas de Bruin**, Scientific Director, Van 't Hoff Institute for Molecular Sciences, University of Amsterdam. [University of Amsterdam, Faculty of Science news](#)

“collaboration is what is awarded here.”

**Professor Philip Moons**, KU Leuven, RCI 2026 Subject Award winner, Health Professions. Winner's own post

## Published by the institutions themselves

**University of Arizona**: central news story and a separate International office story on its RCI result.

[news.arizona.edu](#)

**Cambridge Judge Business School**: official article celebrating Professor Jaideep Prabhu's RCI Subject Award. [www.jbs.cam.ac.uk](#)

**UCLH**: news story on its prostate cancer expert winning the RCI 2026 Subject Award in Medicine. [www.uclh.nhs.uk](#)

**Queen Mary University of London**: central news story and a School of EECS story. [www.qmul.ac.uk](#)

**University of East Anglia**: official post, then independent regional coverage in East Anglia Bylines. [eastangliabylines.co.uk](#)

**Comenius University Bratislava**: Slovak and English stories, carried by the national news agency TASR and public broadcaster STVR. [eraportal.sk](#)

**Medical University of Warsaw**: Polish and English stories, picked up across Polish regional media. [www.wum.edu.pl](#)

**University of Warsaw**: English news story on its first-edition results. [en.uw.edu.pl](#)

**Université PSL**: central article on its Arts & Humanities result. [psl.eu](#)

**University of Sydney**: newsroom story placing the RCI alongside established global rankings. [www.sydney.edu.au](#)

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